~

(1)	Year Covered:	_1993_	1994		1007600	671
(2)	Brand Family Name					
(3)	Descriptions:	King ,F ,SP ,				
(4)	Product Length:		. <u></u>			•
(5)	Filter:		X	(check or	ne)	
(6)	Hard Pack:		<u> </u>			
(7)	Menthol: No					
	Num Per Pack:			\	,	
(9)	"Tar": 23.0 24		1.60 / 6 C	:O.: -0.	e N/A	
	Variety Units Sales	·			······································	
	Variety Dollar Sale					
	First Date Sold:				N/A	
(12)	That Date Cold.					
		Reportable	e Expenditure	es .		
(13)	CAT-A-Expenses (N	lewspaper):				\$0
(14)	CAT-B-Expenses (M	lagazines) :	···········			0
(15)	CAT-C-Expenses (C	Outdoor) :				0
	CAT-D-Expenses (A					0
	CAT-E-Expenses (F			· ·		0
	CAT-F-Expenses (E					0
	CAT-G-Expenses (F					141
	CAT-H-Expenses (wances) :			3,217
	CAT-I-Expenses (sa					0
	CAT-J-Expenses (It					0
	CAT-K-Expenses (F					0
	CAT-L-Expenses (E					73
	CAT-M-Expenses (F			_		
. ,	Total Reportable E					3,431
	Sporting Events:				<u>_</u>	0
(20) (41)						
141	N_0					

CO	NFIDENTIAL	Cigarette	Report Form	
(1)	Year Covered:	_1993 /	i <i>994</i>	E0 1007600672
(2)	Brand Family Name:			
(3)	Descriptions:			NERIC
• •			,, 022, 2, , , , ,	
(4)		84		(chook one)
(5)	Filter: X			
(6)	Hard Pack:			
(7)			Other:	(check one)
	Num Per Pack:			(•
(9)	"Tar": -16:0 /6	Nicotine: -	1.00 /. O	0.: <u>-0.0 N/</u> A
(10)	Variety Units Sales:		2,700,0	000
	Variety Dollar Sales			
				Sold: N/A
		Reportable	Expenditure	s
(13)	·CAT-A-Expenses (Ne	wspaper):		\$0
	CAT-B-Expenses (Ma			
	CAT-C-Expenses (Ou			
	CAT-D-Expenses (Au			
(17)	CAT-E-Expenses (Pu	blic Transport.)) :	(
	CAT-F-Expenses (Dir			
(19)	CAT-G-Expenses (Po	oint of Sale):		338
(20)	CAT-H-Expenses (Pr	omotional Allo	wances) :	7,620
				(
				0
	CAT-L-Expenses (En			
	CAT-M-Expenses (Re			
	CAT-N-Expenses (All			
	Total Reportable Exp			
(28)	Sporting Events:			

(41) No

		-				E0
(1)	Year Covered:	-1993-	1994		100760	
	Brand Family Name:					
(2)				NC.		
(3)	·	King ,F ,SP ,	MEN ,GENEF	110		
(4)	Product Length:	84				
(5)	Filter: X					
(6)	Hard Pack:	Soft Pack:	X	_ (check	one)	
(7)	Menthol: X No	n-Menthol:	_ Other:	_ (check	one)	
(8)	Num Per Pack:				1 -	
(9)).0 N/A	
(10)	Variety Units Sales	•	1,176	,000	-	
(11)	Variety Dollar Sales	s:	\$32	,945		
(12)	First Date Sold:	N/A	Last Dat	e Sold:	N/A	
		Reportable	e Expenditur	res		
(13)	CAT-A-Expenses (N	ewspaper):				\$0
(14)	CAT-B-Expenses (M	agazines) :				0
	CAT-C-Expenses (O					0
	CAT-D-Expenses (A			····		0
(17)	CAT-E-Expenses (P	ublic Transport.) :			0
(18)	CAT-F-Expenses (D	irect Mail) :				0
(19)	CAT-G-Expenses (P	oint of Sale):				146
	CAT-H-Expenses (P					3,319
(21)	CAT-I-Expenses (sa	mples) :				0
(22)	CAT-J-Expenses (Ite	ems) :				0
(23)	CAT-K-Expenses (P	ublic Entertainr	ment) :			
	CAT-L-Expenses (Er					
	CAT-M-Expenses (Re					76
(26)	CAT-N-Expenses (A	II Other):		·		0
(27)	Total Reportable Ex	penditures For	Variety:			\$3,541
(28)	Sporting Events:					0
(41)	No					

240 -

ΕO

(1)	Year Covered:	-1993 -	1994		1007600674
(2)	Brand Family Name:				
(3)	Descriptions:	100 ,F ,SP	,GENERIC		
(4)	Product Length:				
(5)	Filter: X			(check	one)
	Hard Pack:				
	Menthol: No				
	Num Per Pack:			• `	•
	"Tar": -16.0 /6		-1.00 /.0 (00.: -	0.0 N/A
	Variety Units Sales				•
	Variety Dollar Sale				· ·
	First Date Sold:				
(13)	CAT-A-Expenses (N	•	le Expenditure		\$
(13)	CAT-A-Expenses (N	ewspaper):			\$
	CAT-C-Expenses (M				
	CAT-D-Expenses (A				
	CAT-D-Expenses (A CAT-E-Expenses (P				
	CAT-F-Expenses (D				
(19)	CAT-G-Expenses (P	oint of Sale):			49
	CAT-H-Expenses (F				
	CAT-I-Expenses (sa		,		1
(22)	CAT-J-Expenses (Ite	ems) :			
	CAT-K-Expenses (P				
	CAT-L-Expenses (Er				
(25)	CAT-M-Expenses (R	etail Value & C	Coupon) :		25
(26)	CAT-N-Expenses (A	ll Other) :			<u> </u>
	Total Reportable Ex				
1201	Sporting Events:				

(1)	Year Covered:	1993	1994	10	007600675
(2)	Brand Family Name				
	Descriptions:	-		NC.	
(3)			,WICH , GCIVE		
(4)	Product Length:			1 to 1 to 1 x	••
(5)	Filter: X	Non-Filter:		(check one)	
(6)	Hard Pack:				
(7)	Menthol: X No	n-Menthol:	Other:	_ (check one)	
(8)	Num Per Pack:	20			·ia
(9)	*Tar*: 16.0 /6	Nicotine:	1.00 1.0	co.: 0.0 _	N/A
(10)	Variety Units Sales):	1,632	000	
	Variety Dollar Sale				
	First Date Sold:				
		Reportab	le Expenditur	es	
(13)	CAT-A-Expenses (N	lewspaper):			. \$0
(14)	CAT-B-Expenses (M	lagazines) :		•	
(15)	CAT-C-Expenses (C	outdoor):			0
(16)	CAT-D-Expenses (A	Audio Vis <mark>u</mark> al):			<u> </u>
	CAT-E-Expenses (F				
(18)	CAT-F-Expenses (D	irect Mail) :			C
(19)	CAT-G-Expenses (F	oint of Sale):_			202
(20)	CAT-H-Expenses (F	Promotional All	owances) :		4,606
(21)	CAT-I-Expenses (sa	amples) :			
(22)	CAT-J-Expenses (It	ems) :			
(23)	CAT-K-Expenses (F	Public Entertain	ment) :		
(24)	CAT-L-Expenses (E	ndorsement) :_		<u> </u>	(
(25)	CAT-M-Expenses (F	letail Value & C	Coupon) :		105
(26)	CAT-N-Expenses (A	dl Other):			(
	Total Reportable E				
(28)	Sporting Events:				
(41)	No				

242 -

(1)	Year Covered:	-1993 -	1994	10076	00676
(2)	Brand Family Name:				
(3)	Descriptions:				
(4)	Product Length:	84			
(5)	Filter: X		· ·	(check one)	
(6)	Hard Pack:				
() (7)	Menthol: No				
•	Num Per Pack:			(22)	
(9)	- 1		190 08 0	0.: -0.0 N/A	-
, ,	Variety Units Sales			· · · · · · · · · · · · · · · · · · ·	
					
	Variety Dollar Sale				
(12)	First Date Sold:	N/A	Last Date	Sold: N/A	
		Reportal	ble Expenditure	:S	`
(13)	CAT-A-Expenses (N	ewspaper) :_			. \$0
	CAT-B-Expenses (M				
	CAT-C-Expenses (O				
(16)	CAT-D-Expenses (A	.udio Visual):_			C
	CAT-E-Expenses (P				
(18)	CAT-F-Expenses (D	irect Mail) :			
(19)	CAT-G-Expenses (P	oint of Sale):			283
(20)	CAT-H-Expenses (F	romotional A	llowances) :		6,435
(21)	CAT-I-Expenses (sa	mples) :			
(22)	CAT-J-Expenses (It	ems) :			C
(23)	CAT-K-Expenses (P	ublic Entertai	nment) :		
	CAT-L-Expenses (El				
	CAT-M-Expenses (R				147
(26)	CAT-N-Expenses (A	ll Other) :			C
	Total Reportable Ex				\$6,865
(28)	Sporting Events:				(
(41)	Α.				

(1)	Year Covered:	1993	1994		100760	0677
	Brand Family Name:					
(3)	Descriptions:		- ·	VERIC		
(4)	Product Length:					
(-) (5)				(check c	ne)	~
	Filter: X					
	Hard Pack:					
	Menthol: X No		Other:	(cneck c	ne)	
	Num Per Pack:				0 11/2	
(9)	"Tar": <u>11.0 //</u>	Nicotine:	-0.80 <i>0</i> ,8	;O.: -0	.0 N//T	
	Variety Units Sales				·	
(11)	Variety Dollar Sale	s:	\$48,	474		
(12)	First Date Sold:	N/A	_ Last Date	Sold:	N/A	-
		Reportat	ole Expenditure	es		
(13)	CAT-A-Expenses (N	ewspaper) :				\$0
(14)	CAT-B-Expenses (M	agazines):				0
	CAT-C-Expenses (O					0
	CAT-D-Expenses (A				•	0
(17)	CAT-E-Expenses (P	ublic Transpor	t.) :			0
(18)	CAT-F-Expenses (D	irect Mail) :				0
(19)	CAT-G-Expenses (P	oint of Sale):_				220
(20)	CAT-H-Expenses (F	romotional Al	lowances) :			5,013
(21)	CAT-I-Expenses (sa	mples) :			,	0
(22)	CAT-J-Expenses (It	ems) :				0
	CAT-K-Expenses (P					0
(24)	CAT-L-Expenses (E	ndorsement) :				0
(25)	CAT-M-Expenses (R	etail Value &	Coupon) :			114
	CAT-N-Expenses (A					0
(27)	Total Reportable Ex					\$5,347
	Sporting Events:					0
(41)	Na					

EO

(1)	Year Covered:	-199 3	1994		10076	600678
(2)	Brand Family Name:					
(3)	Descriptions:		·	RIC		
			,210,0011			
(4)	Product Length:			(aboak		•
(5)	Filter: X					
(6)	Hard Pack:					
(7)	Menthol: Nor	n-Menthol: <u>X</u>	Other:	_ (check	one)	
(8)					. 1. 1.	a
(9)	"Tar": -11.0 //	Nicotine:	- 0.80 0.8	CO.:	-0-0- N //	ナ
(10)	Variety Units Sales		3,684	,000		 .
	Variety Dollar Sales				~,	
	First Date Sold:					
		Reportat	ole Expenditu	res		
(13)	CAT-A-Expenses (No	ewspaper) :				\$0
	CAT-B-Expenses (Ma					0
	CAT-C-Expenses (Or					
(16)	CAT-D-Expenses (A	udio Visual):_				<u> </u>
	CAT-E-Expenses (Pr					C
(18)	CAT-F-Expenses (Di	rect Mail) :				C
	CAT-G-Expenses (Po					457
(20)	CAT-H-Expenses (P	romotional Al	lowances) :			10,398
	CAT-I-Expenses (sar					0
(22)	CAT-J-Expenses (Ite	ems) :				<u> </u>
(23)	CAT-K-Expenses (P	ublic Entertai	nment) <u>:</u>			
(24)	CAT-L-Expenses (Er	idorsement) 👱				C
(25)	CAT-M-Expenses (Re	etail Value & (Coupon) :			237
(26)	CAT-N-Expenses (Al	l Other) :				C
(27)	Total Reportable Ex	penditures Fo	or Variety:			\$11,092
(28)	Sporting Events:					

(41) NO

(1)	Year Covered:	-1993	1994	10	07600679
(2)	Brand Family Name:	SHENANDO	4H .		
(3)	Descriptions:			ENERIC	
(4)	Product Length:		-		
(5)	Filter: X			(check one)	
(6)	Hard Pack:			(check one)	
(7)	Menthol: X No				
(8)	Num Per Pack:			(000.(00)	
(9)	"Tar": <u>-11.0</u> //		-0.80 0.8 0	ν· -0.0 ,	NIA
•					
	Variety Units Sales				
	Variety Dollar Sales				Λ
(12)	First Date Sold:	N/A	Last Date	Sold: N/	<u> </u>
		Reporta	ble Expenditure	∍s	
(13)	CAT-A-Expenses (N	ewspaper) :_			\$0
(14)	CAT-B-Expenses (M	agazines) :			C
	CAT-C-Expenses (O				
	CAT-D-Expenses (A				
	CAT-E-Expenses (P				C
(18)	CAT-F-Expenses (D	irect Mail) :			C
	CAT-G-Expenses (P				281
(20)	CAT-H-Expenses (P	romotional A			6,401
	CAT-I-Expenses (sa				Q
(22)	CAT-J-Expenses (Ite	ems) :			O
	CAT-K-Expenses (P				
	CAT-L-Expenses (Er				
	CAT-M-Expenses (Re				
(26)	CAT-N-Expenses (A	l Other) :	~~		
	Total Reportable Ex				
	Sporting Events:				O
_	NA				

(1)	Year Covered:	1993-	1994	1007	600680
(2)	Brand Family Name:				
(2) (3)	Descriptions:			ENERIC	
	Product Length:	84	, , , , , , , , , , , , , , , , , , , ,		*
, ,				(check one)	
(5)	Filter: X	0-4 D	×	(check one)	
(6)	Hard Pack:				
•	Menthol: No		Other:	(Check one)	
(8)	Num Per Pack:	20			10-
	"Tar": 6.0 6				H
	Variety Units Sales				
(11)	Variety Dollar Sale	s:	\$30,	168	
(12)	First Date Sold:	N/A	Last Date	Sold: N/A	
		Reporta	ble Expenditure	es	
(13)	CAT-A-Expenses (N	ewspaper) :_			\$0
(14)	CAT-B-Expenses (M	agazines) :			0
(15)	CAT-C-Expenses (O	utdoor) :			0
(16)	CAT-D-Expenses (A	udio Visual):			0
(17)	CAT-E-Expenses (P	ublic Transpo	ort.) :		- 0
(18)	CAT-F-Expenses (D	irect Mail) :_			0
(19)	CAT-G-Expenses (P	oint of Sale):			138
(20)	CAT-H-Expenses (F	Promotional A	llowances) :		3,150
(21)	CAT-I-Expenses (sa	mples) :			0
(22)	CAT-J-Expenses (It	ems) :			0
	CAT-K-Expenses (F				
(24)	CAT-L-Expenses (E	ndorsement)			0
	CAT-M-Expenses (R				
(26)	CAT-N-Expenses (A	II Other):			0
(27)	Total Reportable E	xpenditures F	or Variety:		\$3,360
(28)	Sporting Events:				0
(41)	NA				

(1)	Year Covered:1993- /9	94		100760	00681
(2)	Brand Family Name: SHENANDOAH				
(3)	Descriptions: 100 ,F ,SP ,UI	 _TRA-LT ,GE	ENERIC		
(4)	Product Length: 100				
(5)	Filter: X Non-Filter:		(check	one)	
(6)	Hard Pack: Soft Pack:				
(7)					
		J	(OHOOR)	3.10)	
(8)		=0 0 5 00	¬	ra N/A	
(9)				1.0 / 0 / //	
	Variety Units Sales:				
	Variety Dollar Sales:				
(12)	First Date Sold: N/A	Last Date	Sold:	N/A	
	Reportable E	Expenditure	3		
(13)	CAT-A-Expenses (Newspaper) :				\$0
(14)	CAT-B-Expenses (Magazines) :				
	CAT-C-Expenses (Outdoor):				C
	CAT-D-Expenses (Audio Visual):				C
(17)	CAT-E-Expenses (Public Transport.) :				
(18)	CAT-F-Expenses (Direct Mail) :				C
	CAT-G-Expenses (Point of Sale):				357
	CAT-H-Expenses (Promotional Allowa				8,128
(21)	CAT-I-Expenses (samples) :				C
	CAT-J-Expenses (Items) :				
(23)	CAT-K-Expenses (Public Entertainment	nt) <u>:</u>			C
(24)	CAT-L-Expenses (Endorsement) :				
(25)	CAT-M-Expenses (Retail Value & Coup	on) :			186
(26)	CAT-N-Expenses (All Other) :				
(27)	Total Reportable Expenditures For Va	ariety:			
(28)	Sporting Events:				
(41)	No				

CO	Year Covered: Brand Family Name: SHENANDOAH Cigarette Report Form 1994 Updated 496 Report Report
	induted late of
(1)	Year Covered: 1993 1994 Apartic date Report
(2)	Brand Family Name: SHENANDOAH
	Descriptions: 100, F, SP, LIGHTS
	Product Length: ./00
, ,	Filter: X Non-Filter: (check one)
	Hard Pack: Soft Pack: X (check one)
	Menthal: Non-Menthal: X Other: (check one)
	Num Per Pack: 20
	"Tar": 1/ Nicotine: 0.8/ CO.: N/A L
	Variety Units Sales:
	Variety Dollar Sales:
	First Date Sold: N/A Last Date Sold: N/A
, ,	
	Reportable Expenditures
-	CAT-A-Expenses (Newspapers)
	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor) :
(16)	CAT-D-Expenses (Audio Visual):
(17)	CAT-E-Expenses (Public Transport.) :
(18)	CAT-F-Expenses (Direct Mail) :
(19)	CAT-G-Expenses (Point of Sale):
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Sampling) :
(22)	CAT-J-Expenses (Items) :
(23)	CAT-K-Expenses (Public Entertainment):
(24)	CAT-L-Expenses (Endorsement) :
(25)	CAT-M-Expenses (Retail Value & Coupon)
	CAT-N-Expenses (All Others) :
	Total Reportable Expenditures For Variety:
(2.8)	Sporting Events: